

**PX 161**  
**(Google's Proposed Redactions)**



# US Army + Google Business Review

FY'21 Wrap Up

January 13, 2022

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## Your Google Team



Alyssa  
Account Executive



Danielle  
Analytical Lead



Sabrina  
Account Manager



Melanie  
DV360 Account  
Manager (while  
Katie is OOO)



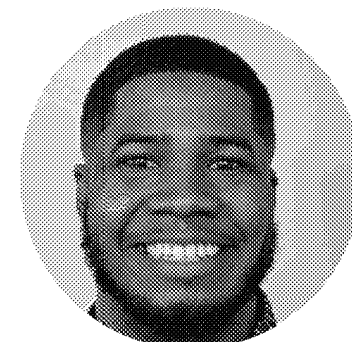
Lynea  
DV360 Account  
Specialist



Elizabeth  
Analytical Lead



Aanand  
Discovery  
Specialist



Aaron  
SA360 Specialist

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# Today's Agenda

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1. Partnership Milestones
2. FY21 Performance Review & New Opportunities
3. Measurement Spotlight
4. Q&A

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# I. Partnership Update – Looking Back at FY21

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

# We Accomplished a lot together in FY21...

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 Total EBRCs in FY21

 Compo 1/3

 Compo 2

- Search:  EBRCs
- Discovery:  EBRCs
- DV360:  EBRCs

Some other fun numbers...

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1st

DOD Branch to  
launch Discovery

+5

New deals  
consolidated in  
FY21

20

Brand lift & search  
lift surveys run  
across Army  
Youtube Efforts in  
FY21



# Cost Savings

OMG Saved AEMO [REDACTED] by participating in the 20/21 Upfront

Category	CPM	Cost	Impr.
Army FY21 @ Upfront CPMs	[REDACTED]	[REDACTED]	[REDACTED]
Army FY21 @ Scatter CPM	[REDACTED]	[REDACTED]	[REDACTED]
Cost Savings	--	[REDACTED]	--

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# Added Value

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## Thought Leadership

Military Executive  
Summit Series

First to market beta  
opps

## Innovation

First to market with  
Discovery Ads  
+  
Recognized in  
Google/OMG  
Award Ceremony

## Data & Measurement

Direct partnership  
with Google Data  
Center to provide  
more granular  
MMM data going  
into FY22

## Access to Google's Best & Brightest

Over 15 Googlers  
support team  
Army, including  
access to global PR,  
product, creative  
experts &  
engineers

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# I. Partnership Update – Looking Ahead to FY22

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## PARTNERSHIP OBJECTIVES

## Team DDB + Google FY22 Partnership Objectives

Goal	<b>Drive Contracts + Improve Efficiency</b>	<b>Build the Prospect Base</b>	<b>Use Data to Make Better Decisions</b>
Focus Areas	<b>Understand &amp; maximize tactics that drive contracts</b>	<b>Reach low propensity audiences with to addresses key misconceptions about the Army</b>	<b>Build cadence and rigor around insights &amp; performance review to power agile decision making.</b>



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## PARTNERSHIP RESOURCES

**Innovation + Deal Points**

Commitment to bring the best of Google resources to AEMO &amp; Team DDB

AEMO Priority	Category	Description
Drive more Contracts	Analytics Support	Google MMM Center of Excellence Partnership to enhance MMM granularity
	Technical Support	Hands-on-keyboard support to onboard contract-level data to optimize media directly for contracts
	First to Market Alpha/Beta Access	First to market access to 1) Discovery Experiments Alpha + 2) Google TV Carousel Ads
Innovation, Thought Leadership	Google Leadership Access	Executive level engagements (Government & Advocacy director to attend key AEMO events) and exclusive access to Google events (GML, CES, Broadcast, etc)
	Google Specialists	Team of 20+ Googlers dedicated to Team Army across product, measurement, creative & insights:
	Dedicated AEMO Executive Summit	Access to team of executive advisors who partner with Google's top CMO & CEO partners for a custom AEMO event
Data to Power Agile Decision Making	Insights Support	Google search trends & top questions reporting to power agile decision making Custom AEMO audience insights lab



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## II. FY21 Performance Review & New Opportunities

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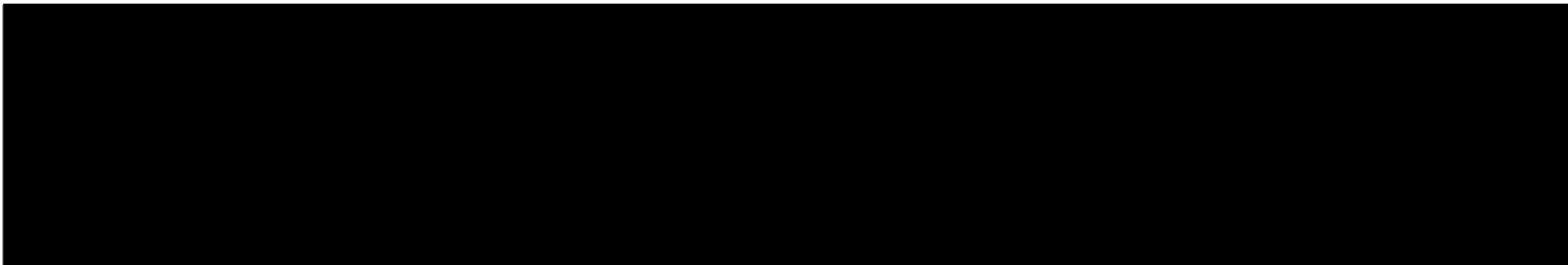
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# FY'21 National Search YoY

Investment	Clicks	Avg. CPC	Click-through Rate (CTR)	EBRCs	Cost per EBRC
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## Key Growth Drivers:

- Outcome-based granularity: separated accounts by Compo and brand & non-brand
- Tailored auction-time bidding strategy for each account
- Data-driven attribution (DDA) to bid strategies

Source: SA360

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# FY'21 National Guard Search

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Investment	Clicks	Avg. CPC	Click-through Rate (CTR)	EBRCs	Cost per EBRC
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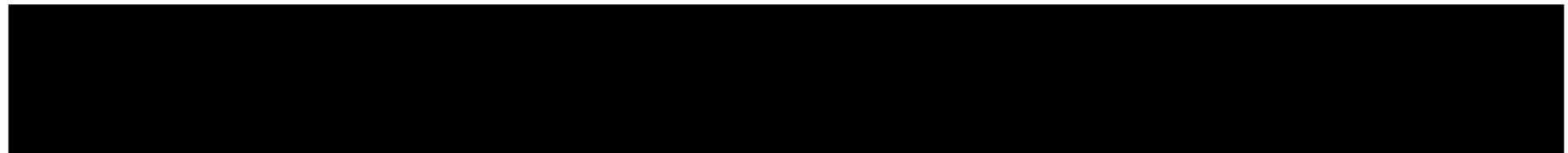
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Source: SA360

Google



# FY21 Search EBRCs



National EBRCs  
driven by  
Search

Guard EBRCs  
driven by  
Search

Total across  
National +  
Guard



# FY'21 SA360 Growth Drivers

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PROJECT		IMPACT
1	Auction Time Bidding	Allowed Army advertising to adjust bidding by search query resulting in an [REDACTED] lift in conversions and [REDACTED] decrease in CPA.
2	DDA	Allowed for appropriate bidding amounts for campaigns that assisted with conversions. Campaigns that lowered their DDA undervalue amount averaged a [REDACTED] decrease in CPA and a [REDACTED] increase in leads lowering spend by [REDACTED]

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Investment	EBRCs	Cost per	Clicks	Avg. CPC	Avg. CTR	Interactions	Interaction Rate
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# FY'21 Discovery National Guard Performance

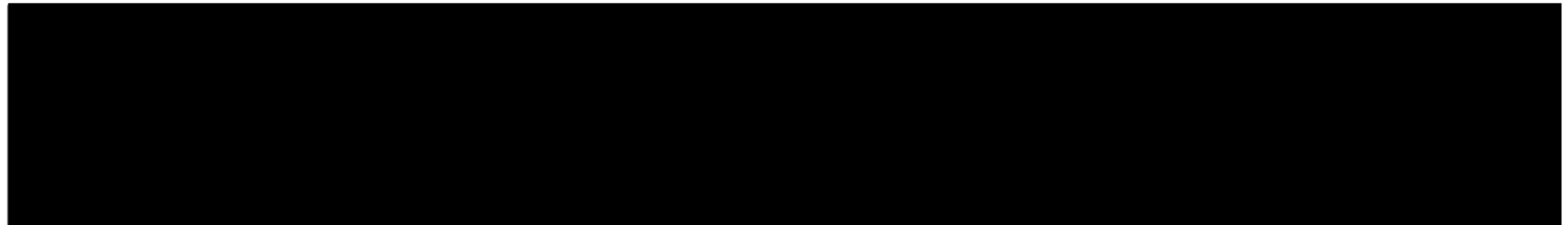
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Investment	EBRCs	Cost per EBRC	Clicks	Avg. CPC	Avg. CTR	Interactions	Interaction Rate

Source: Google Ads

Google

# FY21 Discovery EBRCs



National EBRCs  
driven by  
Discovery

Guard EBRCs  
driven by  
Discovery

Total across  
National +  
Guard

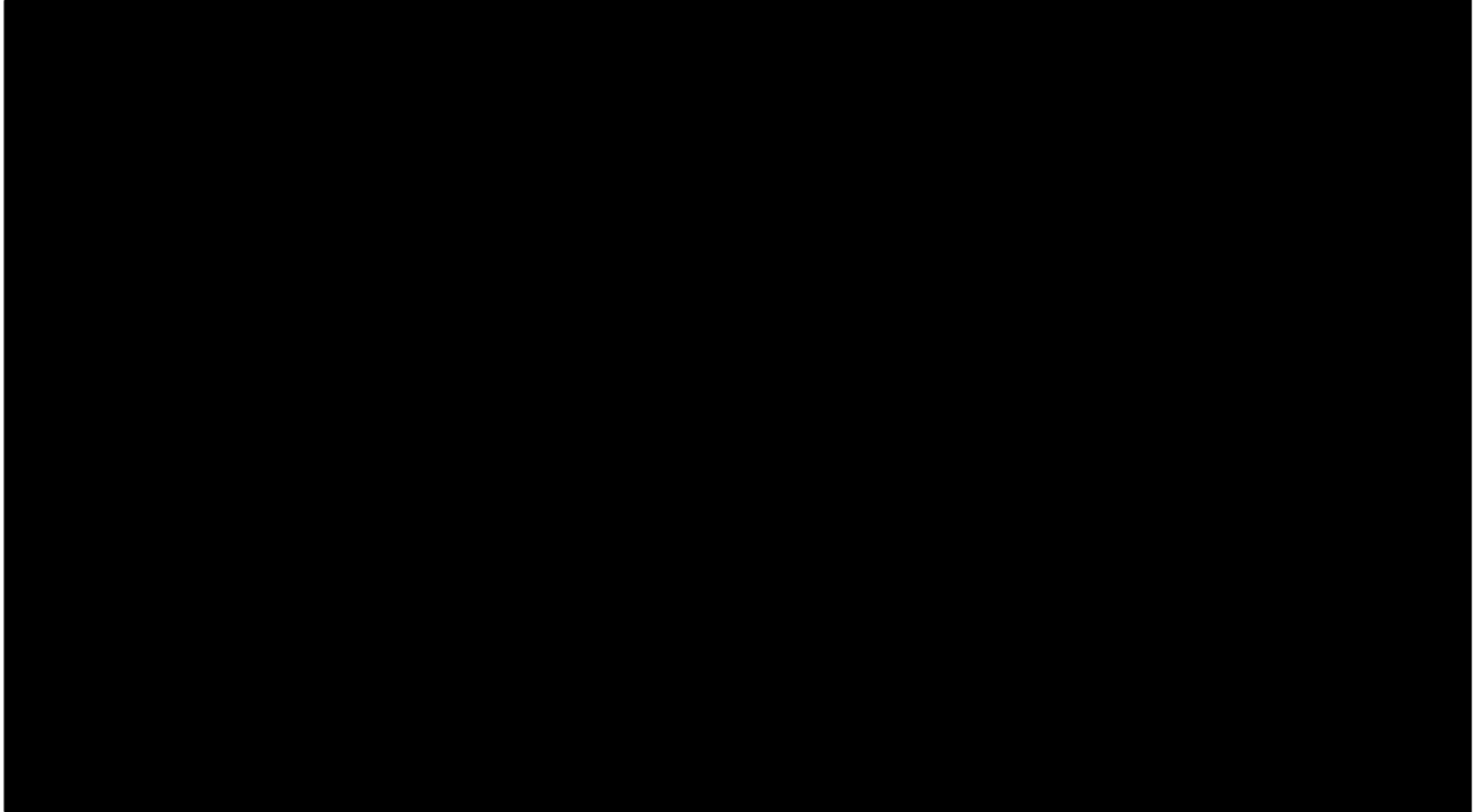


# FY'21 Discovery Growth Drivers

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PROJECT		IMPACT
1	Discovery Launch	Expansion across all compos (AMEDD in FY22) & now the #2 EBRC driver with room to grow!
2	tCPA Bidding Strategy on Discovery	Allowed for us to stay flexible, while keeping a healthy cost per EBRC

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# Spanish Discovery Campaigns

Spanish Discovery Ads provide you with a new opportunity to reach bilingual prospects as they explore their interests and search for inspiration across their favorite Google feeds (YouTube, Gmail, and Discovery) – all within a single campaign.

- Find hard-to-reach bilingual users when they're open to discover new brands: by sharing visually rich, inspiring brand creative across feeds on Google properties → do so by repurposing creative from social feeds!
- Reconnect with your most valuable prospects if they've most recently visited your website – we know remarketing is one of Discovery's sweet spots
- Audience Targeting Tips:
  - a. Apply top performing keywords from Spanish Search campaigns
  - b. Test affinities like Spanish Language Music Fans
  - c. Target Spanish Browser Settings

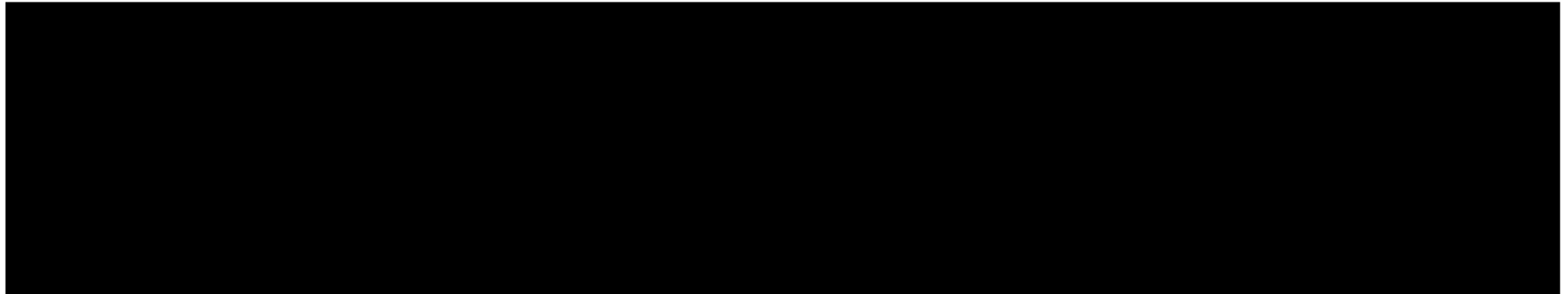
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# FY'21 National YouTube Select Performance

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Investment	Avg. CPM	Impressions	Avg. VCR	Avg. CTR
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## Key Takeaways:

- Compared to other DoD YouTube Select campaigns, performance was strong for FY '21 National (DOD benchmarks: CTR: [REDACTED])

Source: DV360 & YouTube Reservation data

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# FY'21 YouTube Growth Drivers

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PROJECT		IMPACT
1	YouTube Select Streaming TV Package	Owned the Living Room with a higher avg. VCR than traditional YTS [REDACTED] compared to [REDACTED] + more efficient CPMs than other CTV partners
2	Audience Alignment to Drive users down the funnel	Continued aligning budgets to specific audience groups that are key for EBRC expansion (Gen Z, Influencers, Strategic Targets) & HM on horizon in FY22

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# FY'21 DV360 National\* Performance

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Investment

Clicks

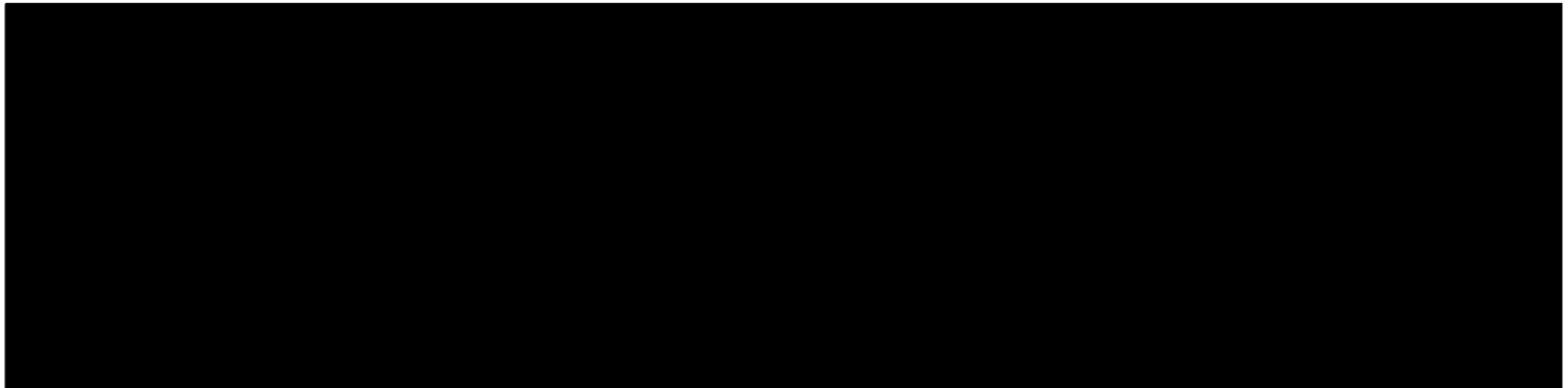
CTR

VVR

VCR

HVAs

EBRCs



## Key Takeaways:

- Across all media types, we're seeing engagement metrics **perform significantly above Military benchmarks**, largely due to our reliance on Machine Learning (i.e. auto-bidding)
- 2021 brought lots of new launches - including the launch of Personalized Marketing in Q3, as well as the **consolidation of 5 PG deals** across Upper Funnel tactics

Source: DV360, data pulled from October 2020 - November 2021. \*Includes Compo 1, Compo 3, AMEDD, and Personalized Marketing

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# FY'21 DV360 National Guard Performance

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Investment

Clicks

CTR

VVR

VCR

HVAs

EBRCs



## Key Takeaways:

- Similar to Army National, within Compo 2 we also saw very **strong performance** across engagement metrics compared to our **Military benchmarks**.
- Note that National Guard was paused in Q2 2021 and remained dark through the end of the year on DV360.

Source: DV360, data pulled from October 2020 - November 2021. \*Includes Compo 2 only

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## Digital Consolidation in DV360 in 2021

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Digital buys consolidated in FY21 that allowed us to  
**drive maximum reach**

# FY'21 DV360 Growth Drivers

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	PROJECT	IMPACT
1	Consolidation in DV360 maximizes efficiency	In 2021, we worked to <b>consolidate 5+ digital partners</b> . In 2022, we now have campaign frequency caps applied, which allows us to quantify cost savings and maximize unique reach across campaigns.
2	Machine Learning Improves Performance	Both Army and National Guard saw <b>strong performance</b> across <b>engagement metrics</b> compared to our Government benchmarks, largely due to heavy utilization of auto-bidding.
3	Google targeting paves the way for a cookieless future	2021 brought in a handful of new campaign launches ( <b>Personalized Marketing / DCO, The Calling, etc.</b> ), and Google's audience solutions provided <b>privacy-safe</b> ways to reach our target audiences at scale.

